distributor;

        (c) collecting responses from the at least one
distributor, wherein a preponderance of the responses have
a plurality of attributes and wherein attributes of a
respective response are spread to form a large number of
bid-response combinations;

        (d) selecting a bid-response combination from the
at least one responding distributors;

        (e) contracting, between the node and the at
least one distributor of the selected bid-response, a
transference of an advertisement from the distributor to
the visitor; and

        (f) effecting a transfer of the advertisement to
the visitor.

Please amend claim 24 as follows:

        24. (Amended) The method according to claim 1,
wherein the step of selecting utilizes a logic protocol
according to a relational database query semantic.

Please amend claim 27 as follows:

        27. (Amended) A device for transacting an
advertisement transfer, from an advertisement distributor
to a visitor, upon the occurrence of a visitor visitation
at a communications node, comprising a sequentially linked
series of modules:

        (a) a first module for constructing a visitor
profile;

        (b) a second module for broadcasting the profile
to at least one distributor;

        (c) a third module for collecting responses from
the at least one distributor wherein a preponderance of the

responses have a plurality of attributes and wherein attributes of a respective response are spread to form a large number of bid-response combinations;

15   (d) a fourth module for selecting a bid-response combination from the at least one responding distributors;

     (e) a fifth module for contracting, between the node and the at least one distributor of the selected bid-response, a transference of an advertisement from the

20 distributor to the visitor; and

     (f) a sixth module for effecting a transfer of the advertisement to the visitor.

Please place claim 36 in independent form as follows:

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36. (Amended) A program storage device readable by a machine and encoding a program of instructions for executing a method for transacting an advertisement transfer, from an advertisement distributor to a visitor,

5 the method comprising, upon the occurrence of a visitor visitation at a communications node, the communication node performing the steps of:

     (a) constructing a visitor profile;

     (b) broadcasting the profile to at least one

10 distributor;

     (c) collecting responses from the at least one distributor;

     (d) selecting a response from the at least one responding distributors;

15   (e) contracting, between the node and the at least one distributor of the selected response, a transference of an advertisement from the distributor to the visitor; and

     (f) effecting a transfer of the advertisement to

20   the visitor.

          Please place claim 37 in independent form as
follows:

          37. (Amended) A program storage device readable
     by a machine and encoding a program of instructions for
     executing a system for transacting an advertisement
     transfer, from an advertisement distributor to a visitor,
5   upon the occurrence of a visitor visitation at a
     communications node, the system including:
              (a) a first module for constructing a visitor
     profile;
              (b) a second module for broadcasting the profile
10   to at least one distributor;
              (c) a third module for collecting responses from
     the at least one distributor;
              (d) a fourth module for selecting a response from
     the at least one responding distributors;
15   (e) a fifth module for contracting, between the
     node and the at least one distributor of the selected
     response, a transference of an advertisement from the
     distributor to the visitor; and
              (f) a sixth module for effecting a transfer of
20   the advertisement to the visitor.